

## Digital India

**Dr. Vandana N. Purav**

P.D.Karkhanis College of Arts and Commerce, Ambarnath

Email : vnpurv63@gmail.com

### Abstract

Digital India is the campaign launched by Prime Minister Narendra Modi on 1 July 2015. The initiative include plans to connect rural areas with high speed internet networks .Digital India consists of three core components- The creation of digital infrastructure , Delivery of services digitally , Digital literacy. The digital world that we live in today is the outcome of several innovations and technology advances. Digital Technologies which includes the concept of cloud computing and mobile applications. The objective of this paper is to have a vision on Digital India campaign where technology and connectivity will come together.

**Keywords ; Digital India, Digital infrastructure, Digital literacy**

### Introduction

In the 21st century, one of the most important technologies is the power of the digitization. Digital India has been launched with an aim to impart knowledge to people and to empower themselves through the Digital India Programme of Government of India .

The smart phones is the system that allows us to communicate globally. One Single touch access the all the online services.

**The vision of digital India** programme aims at inclusive growth in the areas of electronic services, products, manufacturing and job opportunities etc. It is centered on three key areas -

- i) Digital Infrastructure as a Utility to every Citizen
- ii)Governance & Services on Demand
- iii)Digital Empowerment of Citizens.

Companies all over the world desire to invest in Digital India- the 21st century India, as a growth opportunity. This will provide all services electronically and promote digital literacy.

With Digital India project, the government is ready for the big programmed by connecting every service with the e-power.. The e-power platform will facilitate more creative and service-oriented business models that create employment opportunities. These transform the lives of people in many ways and will empower the society in a better manner. The motive behind the concept is to build participative, transparent and responsive system.

**Digitization Megatrend:** A truly interconnected India. In the coming years, an entire generation will have grown up in a primarily digital world. Technologies like PCs, the Internet, smart phones, texting, social networking websites will fully contribute to this megatrend.

There are some powerful forces that help in the digitization process. .

- i) **Consumer Pull:** 21st century users are fully engaged and adapted in the digital environment. All are virtually connected in entertainment, news, reaching out to their friends through social media such as Face book and Twitter.
- ii) **Technology Push:** Information communications technology is one of the fastest growing technologies that give huge potential for every country backbone.
- iii) **Economic Benefits:** The Digital India initiative has huge potential to empower the country and aid economic growth by connecting latest technology trends.

**Pillars of Digital India:** The Government aims to target nine pillars of Digital India, they are - Universal access to internet, Public Internet Access Programme, e-Governance, e-Kranti, Information for all, Electronics manufacturing, IT for Jobs, early harvest

i) **Universal access to internet-** Broadband Highways through fiber optics that connect all the remote areas, government departments, universities, R&D etc.

ii) **Public Internet Access Programme** - Mobile Access is the public internet access using 3G,4G and upcoming 5G network with high speed.

iii) **e-Governance-** This governance will transform every manual work into fully automation system. It will revolutionize the system in the following ways: • Online access to applications i.e. availability of all databases and information in electronic format. • Effortlessly tracking of assignments. • Interface between departments for superior production of work. • Quickly respond, analyze and resolve persistent problems and many more.

iv) **e-Kranti:** This kranti will fully focus on digital knowledge program where technology for education, health, planning, farming, rights, security for financial inclusion and justice and many more services will be delivered on a very high bandwidth.

v) **Information for All:** Websites and mobile apps will convey data and realistic participation and through social media. Everything is connected through virtual networks. Swift work flow and no delays due to wait in queues.

vi) **Electronics Manufacturing:** This milestone will create a huge base for electronics manufacturing in India with the aid of digital technologies and skills.

vii) **IT for Jobs:** The government is preparing to provide training and teaching skills to the youth for employment opportunities in the IT sector. BPO industries will be established for the fastest growing segment of the Information Technology

viii) **Early Harvest:** This programme will generate short timeline projects where every manual service is altered by e-service. E-services like:

- Implementation of Wi-Fi in all the universities.
- Public Wi-Fi Sports to access online gen.
- Educational books to e-books.
- People will use the e-services for entertainment, weather information, latest updates etc.
- Replacement of manual attendance to Biometric procedure.

**My Gov.in** is a website launched by the government for a 2-way communication between citizens and the government. People can send in their suggestions and comment on various issues raised by the government, like net neutrality

ix) **Early harvest programs:** This is a programme where manual services are altered by e-services. Government plans to set up Wi-Fi facilities in all universities across the country. Email will be made the primary mode of communication. Aadhar Enabled Biometric Attendance System will be deployed in all central government offices.

Organizations like BSNL, Reliance Ltd. are coming forward to spread digitalization among rural areas.

**Impact of Digital India :** The Digital India project itself will create employment opportunities for 17 million people directly or indirectly which will help in fighting against unemployment problems in India. Government has planned to give IT training to 100 million students in smaller towns and villages as employment opportunity in IT sector is very high in India. In the next 5 years, India will emerge to be a leader in using IT in sectors like health, defense, education, agriculture and banking

Apart from Broadband connectivity, every village is provided with universal phone connectivity across the country. Mobile and internet banking can improve the financial inclusion in the country and can create win-win situation for all parties in the value-chain by creating an interoperable ecosystem and revenue sharing business models The programme will generate huge number of IT, Telecom and Electronics jobs, both directly and indirectly. Success of this programme will make India Digitally empowered and the leader in usage of IT

**Challenges and Changes needed :** The following are the points to be considered ,

- i) Programme on this scale was never conceived
- ii) Each Pillar / Programme has its own challenges
- iii) Human resource issues

- iv) Financial issues
- v) Co-ordination issues

**Conclusion :** In this digital age, every civilian has a bright prospect to transform the lives in many ways. The Digital India program is just the beginning of a digital revolution, once implemented properly it will open various new opportunities for the citizens. The government of India has taken number of steps to encourage investment and further improve business climate

### References :

- [1] Digital India: A vision Towards Digitally Empowered knowledge Economy, Sharma Sudhir, Lama Vandana , Goyal Nidhi, 776 Indian Journal of Applied Research, Computer Science, Vol 5, Issue 10, Oct (2015,) ISSN-2249-55X
- [2] Digital India and Its Impact , Dr. Narang Uma, PG Department of Commerce, PG Govt. College, Sector- 46, Chandigarh
- [ 3] [http://deity.gov.in/sites/upload\\_files/dit/files/Digital%20India.pdf](http://deity.gov.in/sites/upload_files/dit/files/Digital%20India.pdf).
- [4] [https://en.wikipedia.org/wiki/Digital\\_India](https://en.wikipedia.org/wiki/Digital_India)
- [5] <http://www.bgr.in/news/fujitsu-to-bring-social-apps-to-boost-digital-india-drive/>
- [6] <http://www.bgr.in/news/google-ready-to-help-in-digital-india-project/#more-338552>